

# CONTRACT



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

And:

**Innovative Advertising**  
**4250 Hwy 22, Ste #7**  
**Mandeville, LA 70471**

<u>Contract / Revision</u>		<u>Alt Order #</u>
138119 /		
<u>Product</u>		
<u>Political</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/12/12 - 10/28/12	1000	
<u>Advertiser</u>		<u>Original Date / Revision</u>
NC Supreme Court Charlotte Camp		10/11/12 / 10/11/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WCCB	Chris Gray	WCCB National
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 25-54		
		<u>Total Ratings</u>
		66.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
9913826		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rtn</u>	<u>Totals</u>	
											<u>Spots</u>	<u>Amount</u>
N 1	WCCB	10/12/12	10/27/12	Fox News Rising	5a-530a		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$90.00	0.30		
Week: 10/15/12	10/21/12	MTWTF--						5	\$90.00	0.30		
Week: 10/22/12	10/28/12	MTWTF--						1	\$90.00	0.30		
N 2	WCCB	10/12/12	10/27/12	Fox News Rising	530a-8a		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$150.00	0.80		
Week: 10/15/12	10/21/12	MTWTF--						5	\$150.00	0.80		
Week: 10/22/12	10/28/12	MTWTF--						1	\$150.00	0.80		
N 3	WCCB	10/12/12	10/27/12	Fox News Rising	8a-9a		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$125.00	0.80		
Week: 10/15/12	10/21/12	MTWTF--						5	\$125.00	0.80		
Week: 10/22/12	10/28/12	MTWTF--						1	\$125.00	0.80		
N 4	WCCB	10/12/12	10/27/12	Anderson	4p-5p		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$200.00	1.50		
Week: 10/15/12	10/21/12	MTWTF--						5	\$200.00	1.50		
Week: 10/22/12	10/28/12	MTWTF--						1	\$200.00	1.50		
N 5	WCCB	10/12/12	10/27/12	Ellen	5p-6p		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$350.00	1.90		
Week: 10/15/12	10/21/12	MTWTF--						5	\$350.00	1.90		
Week: 10/22/12	10/28/12	MTWTF--						1	\$350.00	1.90		
N 6	WCCB	10/12/12	10/19/12	FOX Prime	8p-9p		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----F--						1	\$1,400.00	3.30		
Week: 10/15/12	10/21/12	-----F--						1	\$1,400.00	3.30		
N 7	WCCB	10/12/12	10/21/12	FOX Prime	7p-8p		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>		
Week: 10/08/12	10/14/12	-----S						1	\$1,500.00	5.90		
Week: 10/15/12	10/21/12	-----S						1	\$1,500.00	5.90		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise added to contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Station, whether verbal or written.



**WCCB**  
**1 Television Place**  
**Charlotte, NC 28205**  
**(704)372-1800**

Contract / Revision 138119 /	Alt Order #
Contract Dates 10/12/12 - 10/28/12	Product Political
Advertiser <b>NC Supreme Court Chark</b>	Original Date / Revision 10/11/12 / 10/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	<u>Totals</u>	
											Spots	Amount
N 8	WCCB	10/12/12	10/27/12	Fox News EDGE	1035p-11p		:30				NM	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----F--					\$500.00	1.50			
Week:	10/15/12	10/21/12	MTWTF--					\$500.00	1.50			
Week:	10/22/12	10/28/12	MTWTF--					\$500.00	1.50			
										Totals	66.00	46 \$15,705.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	46	\$15,705.00	\$13,349.25
<b>Totals</b>	<b>46</b>	<b>\$15,705.00</b>	<b>\$13,349.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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